Welcome to the Tour

Congratulations!

Hey, kids! We have something very exciting for you this episode. After months of searching, one lucky contestant has finally found the real Professor Genki! They said nobody would be foolish enough to go after such a prize, but you all showed them.

That's right! After leaving family and friends behind, giving up work, and throwing their lives away, millions of viewers just like you set out to find Professor Genki in hopes of winning our Life-Changing Grand Prize Supreme.

For everyone else the dream may be over, but our lucky winner will get to spend one whole day on a personalized grand tour of Steelport City with Professor Genki! (Optional:As if that weren't enough, we are going to provide the winner with a customized Genki gun, Genki man-a-pult, A Genki costume, and tickets to all our upcoming Genki events.)

We have cameras set up all over the city as well as a hidden camera crew following our contestant to capture every lifechanging moment spent with the Professor just so you can see all the excitement as if you were actually a winner.

The show is about to begin, so get ready Steelport. With Professor Genki on the loose we are in for some "Murder Time Fun Time!"

Professor Genki Says...

Well it was only a matter of time until someone managed to track me down. You must feel pretty special being a big winner and all, but don't start acting like a diva just yet.

Any pretty face or muscle-bound thug can have their five minutes in the lime light, so don't let it go to your head, kid. If you really want to make this last, you have a lot to learn.

With all the gangs in this city willing to lie, cheat, and kill to make a name for themselves, you are going to see some crazy things here in Steelport—full-on gang wars with massive carthrowing brutes and helicopters full of snipers, people racing through the streets at 100 miles per hour, running over everything in their way, speeding getaways to elude the cops, even outrageous BDSM costume parties late at night with the rich and beautiful.

That's how I come up with all the great material for my game show. I just watch these guys pull all their crazy stunts. If you pay attention, I think you just might have what it takes to be a true icon in this city.

All right, let's make this official. I am sure you recognize me. Everybody does. I am Professor Genki and the sponsors from my show, Professor Genki's Super Ethical Reality Climax, are insisting that you are our grand prize winner. So, if you want to follow me around for a bit, I am going to give you a little taste of what Steelport has to offer.

I might even show you a few of its hidden pleasures. What? Are you still staring at my four-foot floppy purple... bat? We will get to that later, but don't you worry—it's just for protection.

Getting Around With Genki

Vehicular Mayhem!

The first thing you need to know is how to get around. When you are trying to make a name for yourself, it's important to make sure you are seen.

So whether you are traveling by car, jet, or on foot, make sure you are getting people's attention. Keep people guessing by occasionally running them over in your car, landing a jet on them, or just dispensing the occasional beatdown by hand.

If you are ever unsure how cool your ride is, it is already time for a new set of wheels. There are a lot of top-shelf vehicles around here, so make sure you are rolling in style.

Find a ride you like and get in. If the owner is still in the car when you need it, that's not your problem. Throw him to the curb and take the wheel. Anyone who pays for a car is a chump. Now, we all know any thug can hijack a regular car. If you want to be somebody and travel first class, make sure you find a ride with one of the unique license plates from the Volition Vehicle Team.

Plates that start with something other than "SR3" (Saints Row: The Third) are a lucky find. I'll give you a few to look for, but you'll have to keep your eyes open to find the rest of them as you travel the city. It's one of the little things that will help to impress your growing fan base. See if you can find some of these on your own:

• JZ—Jeremiah Zanin (vehicle physics programming)

• DB—David Bianchi (vehicle controls)

• SS—Shayne Smith (vehicle art)

• VC—Victor Cepeda (vehicle physics programming)

• JT—James Taylor (vehicle art team)

Did You Know?

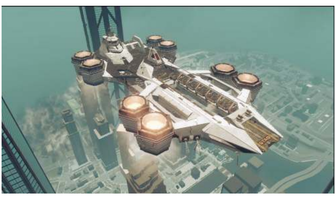
Most of these car brands are actually named after the people who help put this city together. Some of these brands have even been on the set of other productions. The TM car brand has been in existence since Volition's 2005 comic-based game.

Have you noticed yet that the busses around here are not as long as usual? Don't worry you are not the only one slow to notice. Everyone in Steelport rides the short bus. Not to draw any conclusions here, but the short bus is lovingly referred to by many as "Donovan," which happens to be the name of our project producer, Greg Donovan.

Fly The Unfriendly Skies!

You know, the vehicle team didn't just hide in-jokes in their cars. Many of the airplanes and boats also have hidden tidbits of information for the careful observer.

As you move up in the world your eye is bound to turn toward private jets. One of the first planes you'll see is from Steelport Airlines. They make some huge planes. You could fit an entire army of blowup dolls in one of those things. Keep your eye open for one plane in particular, with two distinctive marks. Near the cockpit you will see "Gawalek A36," a notorious reference to gameplay programmer, Matt Gawalek, and on the tail, the call numbers "D1110W," which spell the name of lead mission designer, Bryan Dillow.



Stay away from that plane at all costs. If, for some reason, you decide to totally ignore me and get on the plane, at least bring back some of the blow-up dolls those guys stole from me.

If you live long enough to see it, the Daedalus is the real master of the skies. It was originally intended to be part of Saints Row 2 downloadable content and was at that time named Icarus. But like that mythological figure, it was too lofty a goal at the time and instead made it into the scope of Saints Row: The Third.

Super Ethical Behaviour!

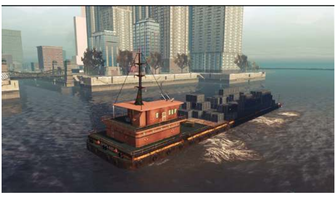
After traveling in the lap of luxury for a while, you might start to get an *itch*. Nothing you'll need a doctor-recommended salve for—more like an *itch* to get off the beaten path, do a little off-roading, maybe even a little off-planeting?

If you ever make it off this rock I hear there is a great dune buggy course on Mars. I have a friend in vehicle design, James Taylor, who keeps his personal Mars Buggy parked up there.

You will know it's his if you see a little "TNSLB" tramp stamp on the back. Poor guy must have spent all his money on Mars because he lives on a barge in the East River now. It has to be him because it has "Tinsel Bee" painted all over it. He leaves those letters everywhere he goes.

Keep an eye out for some of these other vehicles with inside jokes and nods to the development team:

• The Thermoplyte, which carries a plaque at the front stating it was constructed under Volition in Champaign Shipyards. Champaign is the city where Volition is located (and in no way is near water).



• The company running the cargo ship is "*Ship It*," which is a name that dates back to the original Saints Row.

• The name of the cargo ship is Nossirah, which is Harrison backwards. The registered port of the Nossirah is Stevenson, which was one of the original names for the first city in the Saints Row franchise, Stilwater. The cargo ship has a dead penguin nailed to the bulkhead behind the bridge. Close by is a list of missing ships to be on the lookout for—a mix of real "Ghost" ships and fictional ones. According to a sign on the deck, doors on the cargo ship must be kept closed during bowel evacuation. Also prohibited is "Whizzing into the wind from deck."

Genki's Location Guide

My Kind of Town!

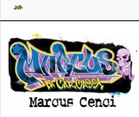
It's like, everywhere you look, there is something to see!

So, it's no big deal, but I actually know the guy they named this city after. New Baranec City actually got its name from Dave Baranec, a senior programmer who has been working at Volition since 1997. He used to do my homework for me in college, which might be why I failed all my classes once he left and I had to become a TV star.

Modern Art!!!

In Steelport, the gangs want you to know when you are in their hood, so you can expect to find graffiti all over the place—think of it as street signs for thugs. If you have a sharp eye, you might notice some of the tags are actually unique works of art.

The best graffiti tags in the city represent members of the Saints Row art team. They were custom-made by concept artist Jose Vazquez, who used to be a graffiti artist in Chicago.



Marcus Cenci

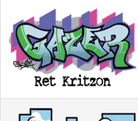
Jose Vazquez

Matt Upholz

Matt Currey

Tyson Allen

Greg Moudy



Ret Kritzon

Steve Quirk

Peter Hartmann

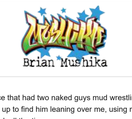
Mike Anaya

Marc Kirkland

Victor Duarte

David Payne

Kenny Schwarz



Brian Mushika

The first time I met Jose was at party, where he was already working on a piece that had two naked guys mud wrestling to the death over a beautiful woman. Only problem with that is the part where I woke up to find him leaning over me, using my forehead as the canvas. That's another reason I wear my Professor Genki mask all the time.

Street Signns, Houses, and Other Crazy S*%@!

How often do you drive past a street sign that has your name and you think "that would look great on my wall at home!" Well, in the Broken Shillelagh bar they don't stop to think. They just take what they want—a true motto to live by.

The street signs hanging on the walls in that bar bear the names of some of Saints Row's finest environment artists on the team. After a few drinks, if you are lucky, you can probably get them to take down a street sign with your name on it.

Any of these houses look familiar to you? If you answered yes, you might have grown up next to one of the Saints Row 3 artists. Some of the houses in the city are modeled after homes that the artists lived in as children.

The only reason I know is because I sometimes follow them home at night to take advantage of my season tickets to their bedroom window shows. I've got an extra seat if you are interested.

The team didn't stop with simple graffiti tags and street names. If you see a billboard somewhere in the city, there's a good chance you're looking at one of minds behind the madness. You gotta wonder about the guy who's helping promote Ding Dong Doughnuts, though. Here are some examples, you can search for the rest:

Hey Jose! Mexican Cuisine & Hat Dance Bar

Cenci & Son

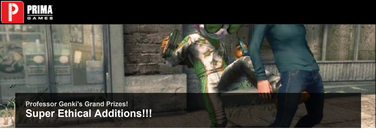
• Wictors Mens Hair and Manscaping

• Quirk Screwed

• Big Papa Payne's Puffy Coat Emporium

• Schmitten on Kittens

• Ding Dong Doughnuts



Professor Genki's Grand Prizes!

Super Ethical Additions!!!

Cuddly Carnage!!!

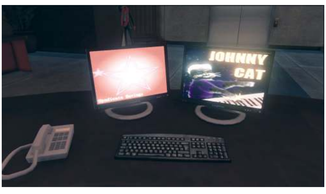
Hey, Red Faction: Armageddon fans! Yeah, I'm talking to you! Remember that cuddly rainbow-farting unicorn, Mr. Toots? His image can be found outside the STAG PR Center in one of the cutscenes—he is the proud emblem for the air division!

And you thought Mr. Toots was cuddly! Do you recognize these sneaky little guys? They're Cabbits! You can find them hidden throughout Saints Row, but Cabbits were originally an enemy type from Volition's role-playing game Summoner. I found my first one trying to eat one of the guests on my show.

Normally I would be OK with that, but we just paid for all those deadly cobras. So I snapped the Cabbit's little neck and had it stuffed to impress the ladies. If you want your own Cabbit, there is one hidden in an overhead compartment at the start of the second mission.

These guys are just so cute once they are stuffed! You can find another one of these fearsome Cabbits hiding in the store called Nobody Loves Me

You know I have a soft spot for cats, right? Don't ask me why. Anyhow, keep your eyes peeled during the first mission of the game. One of our artists put together an image called Johnny Cat, a Saints Row homage to the popular "keyboard cat" meme. It is featured on a computer screen in mission 1 and he's just so cute I could die!



Kinzie Conspiracy!!!

So after my 26th and final episode of the S.E.R.C. season, this crazy fan of mine (I think she's a fan) named Kinzie sends me an email regarding "The Grand 31 Theory." Apparently, I'm part of some of some greater design where all things of importance add up to the number 31.

For the good laugh, I gave her a free pass to my five episode summer special Genki Climax Additional, and a chance to win tickets to Murder Brawl XXXI. In truth, however, each cut-scene used to have a timestamp that would in numerological terms equal 31. Aside from these time stamps, the number 31 is all over the place in the game. Kinzie is not crazy. Just don't tell her she's right!

Kinzie also senses a conspiracy with the Cabbit hidden in Stilwater from Saints Row 2. There is a poster in her crib with a picture of the Cabbit that says: "HIDDEN BUNNY IN OCEAN." Did any of you intrepid Saints Row 2 explorers find it?

Cat & Mouse

Cat & Mouse is a co-op minigame that can be activated when one player kills the other. It's pretty basic, but can be loads of fun when playing with a pal.

There are three variations:

• Version 1: The mouse gets a fast vehicle and the cat gets an aircraft to destroy with the mouse.

• Version 2: This version puts the cat in a tank and the mouse in the golf cart.

• Version 3: This version gives the cat a STAG Jet Bike, which is very awesome.

John McClane Bonus Points!

This one is one of my personal favorites. Call down an airstrike at your own feet. Wait until just a moment before impact, then run like hell to get away. Keep the camera looking back toward the strike and dodge roll forward. Time it right and you look like Bruce Willis as you dive away from a giant explosion, then nonchalantly stand up and go about your business.

But SERIOUSLY Folks....

You can't make a city as grand as Steelport and not have some inspiration from important people in your life. Even Super Ethical Reality Climax comes from...mostly me. Mostly. Ninety-nine percent of it. But that one percent, that came from someone else. There's a boat dock in Steelport called Rondini's Boat Dock, marked with a memorial plaque:

Rondini's Boat Dock
Dedicated August 20, 1939
When you work with your hands
you'll never be rich
but you'll never go hungry

This is a memorial to one of the developer's father in law, Ronald H. Hupertz who passed away suddenly November 8th, 2010. The dedication date on the memorial just happens to be his birthday. Rondini was his nickname given to him by his son. The dock itself is a reference to his favorite pastime, fishing on Lake Erie. The quote about working with your hands is something that Ron told his children, and it's stuck with them ever since. It fits the working-class background of Steelport, and more importantly it's some of the best advice a man could pass on to his kids.

Now That's Ethical!